

<i>SERFF Tracking Number:</i>	<i>AMRP-127068398</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>American Republic Corp Insurance Company</i>	<i>State Tracking Number:</i>	<i>48197</i>
<i>Company Tracking Number:</i>	<i>09AR0605</i>		
<i>TOI:</i>	<i>MS08I Individual Medicare Supplement -</i>	<i>Sub-TOI:</i>	<i>MS08I.005 Plan F (Basic) 2010</i>
	<i>Standard Plans 2010</i>		
<i>Product Name:</i>	<i>Bjorn Roset Window Signs</i>		
<i>Project Name/Number:</i>	<i>Bjorn Roset Window Signs/09AR0605</i>		

Filing at a Glance

Company: American Republic Corp Insurance Company

Product Name: Bjorn Roset Window Signs SERFF Tr Num: AMRP-127068398 State: Arkansas
 TOI: MS08I Individual Medicare Supplement - SERFF Status: Closed-Filed State Tr Num: 48197
 Standard Plans 2010

Sub-TOI: MS08I.005 Plan F (Basic) 2010 Co Tr Num: 09AR0605 State Status: Filed-Closed
 Filing Type: Advertisement Reviewer(s): Stephanie Fowler
 Authors: Andrea Davey, Patricia Corrigan Disposition Date: 03/09/2011
 Date Submitted: 03/07/2011 Disposition Status: Filed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

General Information

Project Name: Bjorn Roset Window Signs
 Project Number: 09AR0605
 Requested Filing Mode: Review & Approval
 Explanation for Combination/Other:
 Submission Type: New Submission
 Overall Rate Impact:

Status of Filing in Domicile: Authorized
 Date Approved in Domicile:
 Domicile Status Comments:
 Market Type: Individual
 Individual Market Type:
 Filing Status Changed: 03/09/2011
 State Status Changed: 03/09/2011
 Created By: Andrea Davey
 Corresponding Filing Tracking Number:

Deemer Date:
 Submitted By: Andrea Davey
 Filing Description:
 Z-2680 & Z-2681

We are including the above captioned forms for your review and information. These forms are new and are not intended to replace any forms that are currently in use.

These forms will be used to give individuals general information about our company and available products offered through American Republic Insurance Company.

We hope you will find these forms satisfactory. If you have any questions or comments, please call me at 800-247-2190

SERFF Tracking Number: AMRP-127068398 State: Arkansas
 Filing Company: American Republic Corp Insurance Company State Tracking Number: 48197
 Company Tracking Number: 09AR0605
 TOI: MS08I Individual Medicare Supplement - Sub-TOI: MS08I.005 Plan F (Basic) 2010
 Standard Plans 2010
 Product Name: Bjorn Roset Window Signs
 Project Name/Number: Bjorn Roset Window Signs/09AR0605

ext. 2006 or e-mail me at andrea.davey@americanenterprise.com.

Thank you.

Company and Contact

Filing Contact Information

Andrea Davey, andrea.davey@americanenterprise.com
 601 6th Ave 515-245-2006 [Phone]
 Des Moines, IA 50334 515-245-2391 [FAX]

Filing Company Information

American Republic Corp Insurance Company CoCode: 67679 State of Domicile: Nebraska
 P O Box 2780 Group Code: 3527 Company Type: Life and Health
 Omaha, NE 68103-2780 Group Name: American Enterprise State ID Number:
 (800) 987-8988 ext. [Phone] FEIN Number: 23-1609793

Filing Fees

Fee Required? Yes
 Fee Amount: \$100.00
 Retaliatory? Yes
 Fee Explanation: \$50/ad x 2 = \$100
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
American Republic Corp Insurance Company	\$100.00	03/07/2011	45335164

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<i>Company Tracking Number:</i>	<i>09AR0605</i>		
<i>TOI:</i>	<i>MS08I Individual Medicare Supplement -</i>	<i>Sub-TOI:</i>	<i>MS08I.005 Plan F (Basic) 2010</i>
	<i>Standard Plans 2010</i>		
<i>Product Name:</i>	<i>Bjorn Roset Window Signs</i>		
<i>Project Name/Number:</i>	<i>Bjorn Roset Window Signs/09AR0605</i>		

Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Stephanie Fowler	03/09/2011	03/09/2011

<i>SERFF Tracking Number:</i>	<i>AMRP-127068398</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>American Republic Corp Insurance Company</i>	<i>State Tracking Number:</i>	<i>48197</i>
<i>Company Tracking Number:</i>	<i>09AR0605</i>		
<i>TOI:</i>	<i>MS08I Individual Medicare Supplement -</i>	<i>Sub-TOI:</i>	<i>MS08I.005 Plan F (Basic) 2010</i>
	<i>Standard Plans 2010</i>		
<i>Product Name:</i>	<i>Bjorn Roset Window Signs</i>		
<i>Project Name/Number:</i>	<i>Bjorn Roset Window Signs/09AR0605</i>		

Disposition

Disposition Date: 03/09/2011

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.

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<i>Company Tracking Number:</i>	<i>09AR0605</i>		
<i>TOI:</i>	<i>MS08I Individual Medicare Supplement -</i>	<i>Sub-TOI:</i>	<i>MS08I.005 Plan F (Basic) 2010</i>
	<i>Standard Plans 2010</i>		
<i>Product Name:</i>	<i>Bjorn Roset Window Signs</i>		
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Schedule	Schedule Item	Schedule Item Status	Public Access
Form	Better Half Sign	Filed	Yes
Form	Insurance Solutions Sign	Filed	Yes

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Filing Company: American Republic Corp Insurance Company State Tracking Number: 48197

Company Tracking Number: 09AR0605

TOI: MS08I Individual Medicare Supplement - Sub-TOI: MS08I.005 Plan F (Basic) 2010
Standard Plans 2010

Product Name: Bjorn Roset Window Signs

Project Name/Number: Bjorn Roset Window Signs/09AR0605

Form Schedule

Lead Form Number: Z-2680

Schedule Item	Form Number	Form Type Form Name	Action	Action Specific Data	Readability	Attachment
Filed 03/09/2011	Z-2680	Advertising Better Half Sign	Initial			Z-2680 Bracketed.pdf
Filed 03/09/2011	Z-2681	Advertising Insurance Solutions Sign	Initial			Z-2681 Bracketed.pdf



Got a better half? Get better savings.

Call [AgentContact]



American Republic
Insurance Company



American Republic Corp
Insurance Company

Not connected with or endorsed by the United States government or the federal Medicare program.

Not all products underwritten by American Republic Insurance Company.

This is a solicitation of insurance and an agent may contact you.

In CO, GA, IL, KS, KY, MO, MS, NC, OK, OR, PA, SD, TN, TX and WI, coverage is available to qualified beneficiaries under 65. In ND, please ask for details about Medicare Supplement plans A, F, K and L.

Call today for more information about the benefits, costs and limits. Plan availability varies by state.

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Forms: A3101AC, A3101AC-MO, A3101AC-OK, A3101AC-OR, A3101AC-PA, A3101AC-TN, A3100AC-TX (Plan A),
A3101AC-TX (Plan F), A3102AC-TX (Plan A underage 65), A3103AC-WI



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A3101AC-TX (Plan F), A3102AC-TX (Plan A underage 65), A3103AC-WI